BEAUTY IS FRAGILE—YOU CAN GUARD IT NOW

The Dental Profession answers a question that millions of women have asked

THE woman of today—enjoying a life that is full, gracious, overflowing with activity—knows that vitality and energy are essential to her, that the glow of health gives irresistible charm. And she knows, too, that decayed teeth and infected gums are among the greatest dangers to her well-being.

No wonder millions of women have been asking for the real way to guard against tooth decay and gum infections!

That this question might be answered, E. R. Squibb & Sons requested a research organization that is world famous for its standing and impartiality to conduct an investigation. 50,000 practicing dentists were asked certain questions relating to mouth hygiene. Their replies decide beyond all question what is the greatest threat to sound teeth and healthy gums. Also they tell the best means of safeguarding yourself from this danger.

95% *of the answers agree that mouth acids are the most frequent cause of tooth decay and irritated gums.*

95% *of the answers state that the most serious trouble occurs at the line where teeth and gums meet — known as The Danger Line.*

85% *state that Milk of Magnesia is the best product to neutralize the dangerous acids.*

Squibb's Dental Cream contains more than 50% of Squibb's Milk of Magnesia, more than enough to neutralize acids in your mouth, not only each time you use it, but also for a long while after.

Squibb's Dental Cream meets every requirement of a correct dentifrice. It cleans thoroughly—soothes and heals the gums—relieves sensitive teeth—contains no grit.

In the face of these facts, no one should be confused as to the correct way to protect teeth and gums. To protect your beauty, to retain the flashing allure of your smile, just see your dentist regularly, and guard your teeth and gums by using Squibb's Dental Cream. At all druggists — 40c for a large tube. E. R. Squibb & Sons, New York. *Chemists to the Profession since* 1858.

SQUIBB'S DENTAL CREAM

THE "PRICELESS INGREDIENT" OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER